

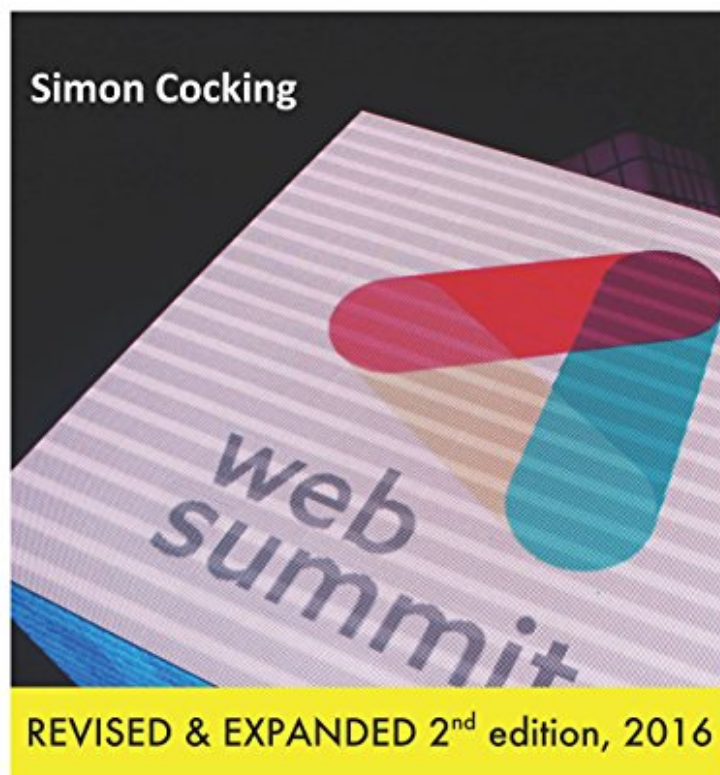
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## How to Crack the Web Summit 2016: Practical Tips Advice from Attendees - revised expanded 2nd edition 2016

*Simon Cocking*

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### How to Crack the Web Summit 2016 Practical Tips & Advice from Attendees



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The Web Summit 2016 takes place on 7 to 10 November, in Lisbon, Portugal, with satellite venues across the city. Now in its sixth year, Web Summit 2016 expects to host 21 themed summits, 1,000 speakers and 50,000 attendees from over 165 countries. This revised and expanded 2nd edition is an unofficial guide to a unique event where

fantastic opportunities exist for you to initiate, grow, fundraise, connect and sell your business to investors, customers and the world's media. Simon Cocking has watched the Web Summit on TV, covered it as a member of the media, photographed it, interviewed 100s of C-suite executives, founders, investors, inventors and dreamers, moderated discussion panels, and put together and managed media teams to cover the event. Having written about it, evaluated it, hyped it, growth-hacked it, and been on his bike to achieve maximum value and minimum time footslogging between different stages, his revised and expanded 2nd edition ebook **HOW TO CRACK THE WEB SUMMIT 2016: PRACTICAL TIPS ADVICE FROM ATTENDEES** now offers you the chance to get the most out of your precious time at the Web Summit. He has shared a series of shortcuts, tips and ideas to help you maximise the impact of your time there. Some of these are tactical, some strategic and some esoteric; all are aimed at putting you in the right headspace to really get the maximum benefit out of your time at the Web Summit. He also asked key attendees of the Web Summit and other major tech events in Paris, Singapore, Moscow and Tel Aviv over the last five years for their insights on making the most of the Web Summit. Strategically placed across the book, these insights bring real practical value to your Web Summit strategy. A percentage of the revenues from this ebook will be donated to Camara.org, a social enterprise that provides refurbished computers and digital literacy training to schools in Africa, the Caribbean and Ireland.